

FSC-101-A	6/16/95	To All Region Managers	
SUBJECT: PROMOTION EFFECTIVENESS			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input type="checkbox"/> CAM	<input type="checkbox"/> ELM	
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL	
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF	
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP	

As I stated in FSC-68-A, the three Ps (Promotion Effectiveness, Product Availability, and Presence) provide us with a clarity of direction and purpose which is critical to our future. I also stated, relative to Promotion Effectiveness, that we were committed to providing you with analytical tools to aid you in the effective planning, budgeting and execution of your promotional resources. I am pleased to inform you that one of the analytical tools, the Promotional Performance Tracking Report, is available for you to access through BPE on Monday, June 19.

The Promotion Performance Tracking Report is a comprehensive report that will assist you in measuring/analyzing your region's actual execution performance against your plan. The report tracks all retail and distributor delivered promotional activity by Full Price/Savings, brand and promotion type (premium, BSGSF, discounting, co-marketing), as well as, display payments and DPC Reduced Price product.

After you have had the opportunity to review this report, it will become evident that timely and accurate reporting is critical. Therefore, all National workplan activity, especially VAP and DPC, should be posted no later than one month after the DTS month (i.e., the posting of a scheduled June promotion should be completed no later than July 31). If for good business reasons you change the DTS month for National workplan promotions, it is critical that you notify your Sales Area Director of Operations to have your plan adjusted to insure that the correct time periods are reflected in the tracking report.

The Promotion Performance Tracking report will become the evaluation tool for determining your and the Sales Department's performance against the agreed to retail promotion plan, both in quantity of offers and timing.

Attached is general information about the report format and procedures for accessing the report through BPE.

Sincerely,

Jim

James V. Maguire
Senior Vice President - Sales

Attachment

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Promotion Performance Tracking

The "Promotion Performance Tracking" Report is available in BPE-Function T14 for your respective Region and Sales Area. (Division and Territory summaries will be made available at a later date.) This information is updated weekly, each Monday morning, with the prior week's activities. In the near future, you will be able to request all, specific sections or summaries, of the report based on your individual needs.

Please use caution when comparing SIS Activity Reports to this information since DPC and other types of activities are not captured in SIS, but only captured in the "Performance Tracking Report"

The report consists of the following sections:

Summary - Full Price/Savings

Provides a recap of the National & Non-National (Regional, Local, SME, etc.) retail programs, display payments, co-marketing, discounting and DPC programs with a year-to-date summary and a monthly breakdown of activity. This will provide a "quick" view of your total offers planned vs. placed and the dollars spent by activity type. The percentage of offers planned vs. placed will be calculated by YTD as well as cumulative totals for each month.

Brand Summary

Summary by brand provides a summary by brand family of all retail activities associated with each brand family.

Retail Premium Programs by Brand & Program Number

Premium programs by brand as well as "national" vs. "non-national" types (regional, local, SME, etc.) of premium programs are listed by program number. The total offers planned vs. placed is captured in this section. Additional offers (programs that do not have a plan) are also included in this detail. As in all the summaries, a YTD as well as cumulative total for each month is included. The percentage placed vs. planned will be calculated by YTD as well as cumulative totals for each month.

Retail BSGSF Programs by Brand & Program Number

The same detail as in the retail premium section is available in the BSGSF section.

DPC BSGSF Programs by Brand & Program Number

Lists all the DPC BSGSF programs by brand. Again, offers planned vs. offers placed in actual quantities and percentages will be reflected.

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DPC Discount Programs by Brand & Program Number

DPC reduced priced product ordered from Customer Services (cases converted to offers), DPC display payments and DPC VPR payments made through TPS will be summarized in this portion of the report.

Discounting

The Discounting section will recap your spending by brand and by vehicle (coupon, VPR or buydown) and by time period. This section excludes all co-marketing and DPC activity. Since there are no individual budgets by brand, only actual spending will be reflected in this summary on a YTD as well as monthly basis. Total offers placed is also reflected in this section.

Co-Marketing

Co-marketing programs by brand is summarized by actual dollars spent, not accruals, and offers placed by month and YTD. Premiums will be included when they become available.

Definitions

Retail Programs

National Programs - These are the monthly national workplan promotions, where you have been given an allocation.

Non-National Programs - These are non-national workplan programs which you have planned in support of regional opportunities/local activities (i.e., SME programs to support your scheduled events). Since these are planned programs, allocations have been established.

Distributor Programs-These are the national workplan DPC promotions.

Total Offers Planned -Number of premiums, BSGSFs etc. in offers that have been allocated to your Region. (This does not include offers that other regions transferred directly to you.)

Total Offers Placed-Number of offers recorded in the HH/Poquet or Office PC.

% Offers Planned Vs. Placed- Cumulative number of offers that were actually placed and recorded as compared to the cumulative number planned as of the date the report is requested. In the summary reports, not the program specific reports, these percentages could exceed 100% because you have reported placement prior to the planned DTS month (i.e., VAP, DPC, etc.)

Additional Offers Placed- Placements for programs that are not part of the national workplan, regional/local programs, or SME which have no allocations associated with them. For example, you may be given some SME leftover premiums from another region and have recorded activity when they were placed.

If you have questions regarding the report please contact:

Your Respective Sales Area Director of Operations
A. L. Barnett, ext.6862
S. G. Reid, ext. 2584
T. M. Coleman, ext. 3715

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